

**Mentzer Media Services**  
 600 Fairmount Avenue  
 Ste 600  
 Towson MD 21286

**Crossroads Gps/ Issue**  
 Submission Number 578 Issue 1



[nbc4.com](http://nbc4.com)

**AUG 11 2012**

**NBC 4 / WCMH**  
 3165 Olentangy River Road  
 Columbus, OH 43202  
 PHONE (614) 263-4444 FAX (614) 447-9107

**Original**

|   |  |   |
|---|--|---|
| <b>Client:</b> Crossroads Gps/ Issue        | <b>Submission Cost:</b> 20300            | <b>Campaign Ref:</b> E:120706032        |
| <b>Buyer:</b> ..                            | <b>Client/Product/Estimate:</b> . / .975 | <b>Sales Rep:</b> HRP Washington, DC    |
| <b>Schedule Dates:</b> 09/10/12 to 09/23/12 | <b>Weeks:</b> 2                          | <b>Order Ref:</b> 06225218              |
| <b>Est/PO Number:</b> 06225218              | <b>Contract type:</b> Political          | <b>Business Type:</b> POLITICAL         |
| <b>Associated Copies:</b> No                |  | <b>Business Category:</b> Transactional |

|                                   |                            |                                 |
|-----------------------------------|----------------------------|---------------------------------|
| <b>Product:</b> Crossroads Gps    | <b>Booking Group:</b> WCMH | <b>Key Market:</b> Columbus, OH |
| <b>Demographic:</b> (L) Household | <b>Order:</b>              |                                 |

| Ref  | Sales Product Details                                   | Rev Type | Rate | Spot Type   | 09/10        | 09/17 | Total | Cost |
|--|---|----------|------|-------------|--------------|-------|-------|------|
| 1  | M-F 6a News<br>MTWTFSS Isolations: W/C<br>09/10..TWTF.. | 03       | 1200 | 30<br>Comme | Nbr of Spots | 8     | 8     | 9600 |
| 2  | M-F 9a Today Show II<br>..TWTF..                        | 02       | 1000 | 30<br>Comme | Nbr of Spots | 6     | 6     | 6000 |
| 3  | Sat 7-8a Today Show<br>.....S.                          | 03       | 1500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1500 |
| 4  | Sat 7p News<br>.....S.                                  | 03       | 1200 | 30<br>Comme | Nbr of Spots | 1     | 1     | 1200 |
| 5  | M-F 9a Today Show II<br>M.....                          | 02       | 1000 | 30<br>Comme | Nbr of Spots | 2     | 2     | 2000 |
| <b>Weekly Totals: Total Spots(Ord Spots)</b> |   |          |      |             | 15           | 2     | 18    |      |

Grand Totals

| Totals | 09/10 | Month 9 Weeks: 5 | 09/17 |
|--------|-------|------------------|-------|
| Spots  | 18    | 16               | 2     |
| Cost   | 20300 | 16300            | 2000  |

Grand Totals:

Spots:

18

Gross Total:

20,300.00

Commission:

3,045.00

Net Total:

17,255.00